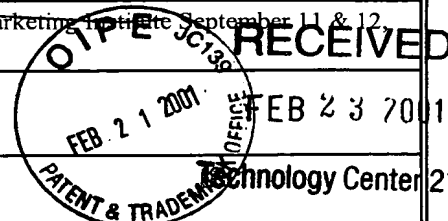


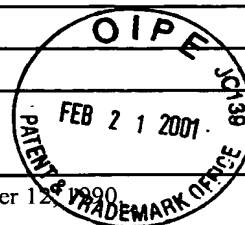
Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 201930US25XCONT		SERIAL NO. 08/935,116	
LIST OF REFERENCES CITED BY APPLICANT				APPLICANT David W. Deaton et al.			
				FILING DATE September 22, 1997		GROUP 278T 2112	
<b>U.S. PATENT DOCUMENTS</b>							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
SMG	AA	3,786,421	01/15/74	Wostl et al.			<b>RECEIVED</b>  FEB 23 2001  Technology Center 2100
SMG	AB	4,142,235	02/27/79	Tadakuma et al.			
SMG	AC	4,208,575	06/17/80	Haltof			
SMG	AD	4,109,238	08/22/78	Creekmore			
SMG	AE	4,672,377	06/09/87	Murphy et al.			
SMG	AF	4,723,212	02/02/88	Mindrum et al.			
SMG	AG	4,396,902	08/02/83	Warthan et al.			
SMG	AH	4,277,689	07/07/81	Thomas et al.			
SMG	AI	5,056,019	10/08/91	Schultz et al.			
SMG	AJ	4,523,330	06/11/85	Cain			
SMG	AK	4,245,211	01/13/81	Kao			
SMG	AL	5,621,812	04/15/97	Deaton et al.			
SMG	AM	4,673,802	06/16/87	Ohmae			
SMG	AN	5,526,863	10/26/93	Ferguson et al.			
SMG	AO	5,179,375	01/12/93	Dick et al.			
SMG	AP	4,674,041	06/16/87	Lemon et al.			
SMG	AQ	4,325,117	04/13/82	Parmet et al.			
SMG	AR	4,425,626	01/10/84	Parmet et al.			
SMG	AS	4,595,997	06/17/86	Parmet et al.			
SMG	AT	5,832,457	11/03/98	O'Brien et al.			
SMG	AU	4,910,672	03/20/90	Off et al.			
SMG	AV	4,554,446	11/19/85	Murphy et al.			
SMG	AW	4,825,045	04/25/89	Humble			
SMG	AX	4,833,308	05/23/89	Humble			
SMG	AY	RE 30,579	04/14/81	Goldman et al.			
SMG	AZ	RE 30,580	04/14/81	Goldman et al.			
SMG	AAA	RE 30,821	12/08/91	Goldman et al.			
SMG	AAB	4,908,761	03/13/90	Tai			
SMG	AAC	5,353,218	10/04/94	De Lapa et al.			
SMG	AAD	4,678,895	07/07/87	Tateisi et al.			
SMG	AAE	4,947,321	08/07/90	Spence et al.			
SMG	AAF	4,872,113	10/03/89	Dinerstein			
<b>FOREIGN PATENT DOCUMENTS</b>							
		DOCUMENT NUMBER	DATE	COUNTRY	Translation		
					Yes	No	
SMG	AAG	GB 2094 532A	02/27/81	Great Britain	✓		
SMG	AAH	WO 91/03789	03/21/91	EPO	✓		
SMG	AAI	WO 86/03310	06/05/86	EPO	✓		

Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 201930US25XCONT		SERIAL NO. 08/935,116	
LIST OF REFERENCES CITED BY APPLICANT				APPLICANT David W. Deaton et al.			
				FILING DATE September 22, 1997		GROUP 2781 2162	
OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)							
(1)	AAJ	"FREQUENCY PROGRAMS: CASHING IN ON PROMOTIONS" The Marketing Institute, September 11 & 12, 1990" by Catalina Marketing Corporation					
(1) (2)	AAK	<del>"Point of Scan The News letter of Electronic Marketing"</del>					
(1) (2)	AAL	<del>"The Unfulfilled Promise" Incentive (September 1991) pp. 1123-130</del>					
(1) (2)	AAM	<del>The title page, copyright page, and page 266 (containing the definition of a coupon) of Webster's Collegiate Dictionary, Tenth Edition</del>					
(1) (2)	AAN	<del>The title page, copyright page, and page 120 (containing a definition of "database") of the First Computer Dictionary</del>					
(1) (2)	AAO	<del>The title page, copyright page, and page 126 (containing a definition of "database") of the Second Computer Dictionary</del>					
(1) (2)	AAP	<del>The title page, copyright page, and page 202 (containing a definition of "file") of the Second Computer Dictionary</del>					
(1) (2)	AAQ	Gebulski, "P&G, Central Trust develop electronic marketing system"					
(1)	AAR	The schedule of the presentations at the May 1991 FMI Chicago Conference and the Mannarino publication					
(1) (2)	AAS	Tanner publication					
(1) (2)	AAT	<del>The title page, copyright page, and page 237 (containing the definition of a computer) of Merriman-Webster's Collegiate Dictionary, Tenth Edition</del>					
(1)	AAU	"Scanning a New Horizon, Food marketing Research Through Computerized Frequent Buyer Program," August 1989					
(1) (2)	AAV	<del>ELECTRONIC MICR PRINTING AND CHECK PROCESSING</del> by Abowitz, page 23					
(1) (2)	AAW	"Confusion reigns over checking and credit card law" by Tina Cassidy					
(1) (2)	AAX	Neal publication - Quaker Oats					
(1) (2)	AAZ	Groves publication - Los Angeles Times Article					
(1) (2)	ABA	American Bankers Association X9 publication					
(1)	ABB	Catalina publication - Market Imaging Systems dated 9/18/90					
(1) (2) (3)	ABC	First declaration of Art Parmet					
(1) (2) (3)	ABD	First declaration of Roy Van Denburg					
(1) (2) (3)	ABE	First declaration of Gary Katz					
(1) (2) (3)	ABF	First declaration of Helen Monat					
(1) (2)	ABG	Catalina publication "Checkout Savings System and Frequency Marketing Overview"					
(1) (2) (3)	ABH	First declaration of Michael O'Brien					
(1) (2) (3)	ABI	First declaration of Tom Wilson					
(1) (2)	ABJ	Cover page of FOOD & BEVERAGE MARKETING, two index pages, and "Scanning a New Horizon; Food marketing Research Through Computerized Frequent Buyer Program" article.					
(1)	ABK	"Quaker's Direct Hit," Neal, Direct Marketing, January 1991 index page and pp. 52, 53, and 70.					
(1) (2) (3)	ABL	First declaration of Sue Klug					
(1)	ABL	<del>The title, copyright page, and page 304 (containing the definition of "computer") of the Second College Edition of The American Heritage Dictionary, copyright 1985</del>					



Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 201930US25XCONT		SERIAL NO. 08/935.116	
LIST OF REFERENCES CITED BY APPLICANT				APPLICANT David W. Deaton et al.			
				FILING DATE September 22, 1997		GROUP	
OTHER REFERENCES CONT'D (Including Author, Title, Date, Pertinent Pages, etc.)							
(1)	ABM	The title, copyright page, and page 332 (containing the definition of "coupon") of the Second College Edition of The American Heritage Dictionary, copyright 1985					
(1) (1) (3)	ABN	First declaration of Dan Granger					
(1) (2) (3)	ABO	First declaration of Betty Amendola					
(1)	ABP	Lexis printout Stanton, "NOTEBOOK" in EVENING EDITION, November 8, 1990.					
(1)	ABQ	Lexis printout Dallinger, "Coupon System Might 'Replace Mail'" in DM NEWS, November 12, 1990.					
(1)	ABR	Lexis printout Peterson, "Catalina Launches Two New Coupon Programs" in ADWEEK, November 12, 1990.					
(1)	ABS	Page 1, index page, and Johnson, "Catalina Adds Coupon Options" in ADVERTISING AGE, November 26, 1990, p. 58.					
(1)	ABT	Page 1 and "Catalina Readies Test" ADVERTISING AGE, December 03, 1990, p. 40.					
(1)	ABU	Cover page, page showing address label, two index pages, and "Death of Frequent Shopper Programs?" article in FOOD AND BEVERAGE MARKETING, VOL. 9, No. 12, December 1990, pp. 10+.					
(1)	ABV	Photocopy of cover of folder at FMI library entitled "Front End Electronic Marketing 1991 - 1992 SHOPPER SERVICES," photocopy of date stamped cover page of "Point of Scan" January 1991 date stamped "RECEIVED FEB 28, 1991 F. M. I. INFORMATION SERVICE," and photocopy of the entire January 1991 issue, and date stamped by FMI library on February 28, 1991; all from the FMI library file					
(1)	ABW	"Confusion reigns over checking and credit card law" by Tina Cassidy. Boston Business Journal, April 6, 1992 issue pp. 1, 19.					
(1)	ABX	Program of "PROFITABLE TRADE PROMOTION PROGRAMS," The Marketing Institute, September 11 & 12, 1998.					
(1)	ABY	Thissen, "Front End Electronic Marketing Frequent Shopper & Other Programs" copyright 1991, written for the Food Marketing Institute					
(1) (2) (3)	ABZ	Second declaration of Gary Katz					
(1) (2) (3)	ACA	Raphel, "Take a card any card please" Direct Marketing, February 1990 pp. 63-68.					
(1)	ACB	Lexis printout Campbell "Looking for ways to protect privacy caller ID brings calls for safeguards" Chicago Tribune, May 13, 1990, Sec. C p. 21.					
(1) (2) (3)	ACC	Second Declaration of Roy Van Denburgh					
(1)	ACD	Blattberg, "Assessing and Capturing the Soft Benefits of Scanning," A Study Conducted for the Coca-Cola Retailing Research Council, May 1988.					
(1)	ACE	Perspective on Electronic Marketing publication, written for FMI by Carlene Thissen, May 1990.					
(1)	ACF	Competitive Edge publication, "What are we Learning About Electronic Marketing," June 1990 published by Willard Bishop Consulting, Ltd.. Obtained from FMI library from a folder entitled "Front-End Electronic Marketing 1989-1990 SHOPPER SERVICES."					
(1)	ACG	LEXIS printout. "DIY promos via video POS," Chain Store Age Executive with Shopping Center Age, April 1988.					
(1)	ACH	LEXIS printout. An article by Stuart Elliot entitled "A Last Hurdle for Shoppers: The Checkout-Counter Pitch" (hereinafter referred to as "the Elliot publication") was published in the New York Times, January 11, 1993, late ed., sec. D, p. 7, col. 3.					
(1)	ACI	LEXIS printout. An article by Antonia Feuchtwanger entitled "Smarter cards think for themselves in US tests" (hereinafter referred to as "the Feuchtwanger publication") was published in the Daily Telegraph on November 2, 1990, p. 20.					
(1)	ACJ	LEXIS printout. An article by Mindy Fetterman entitled "Capturing customers in a cool economy" (hereinafter referred to as "the Fetterman publication") was published in USA Today on November 29, 1990, p. 8B.					

RECEIVED  
FEB 23 2001  
Technology Center 2100



Form <del>PTO</del> 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 201930US25XCONT		SERIAL NO. 08/935,116	
LIST OF REFERENCES CITED BY APPLICANT				APPLICANT David W. Deaton et al.			
				FILING DATE September 22, 1997		GROUP	
OTHER REFERENCES CONT'D (Including Author, Title, Date, Pertinent Pages, etc.)							
(1)	ACK	LEXIS printout. An article by Sidney Feltenstein et al. entitled "Does couponing make good business sense" was published in Restaurant Business Magazine on January 20, 1991, vol. 90, no. 2, p. 152.					
(1)	ACL	<del>Third Declaration of Gary Katz - supports O'Brien oppositions to Deaton motion nos. 1-17-</del>					
(1) (2) (3)	ACM	<del>Third Declaration of Roy Van Denburgh - supports O'Brien oppositions to Deaton motion nos. 1-17-</del>					
(1) (2)	ACN	Chase Manhattan Bank Press Release (obtained from FMI library)					
(1)	ACO	Speech by the president of Ukrop at the 1987 FMI convention. ("the Ukrop speech")					
(1)	ACP	LEXIS printout. An article by Rob Jackson entitled "Packaged Goods' New Target: Database Marketing." Published December 10, 1990 in DM News.					
(1) (2) (3)	ACQ	Pages 5 and 6 of Deaton's specification, containing Deaton's admissions of the content of the prior art, and of the content of the prior art Goldman system.					
(1)	ACR	An article by Nancy Zeldis entitled "Targeted coupons hit non-users" was published in Advertising Age on April 27, 1987 p. S-26.					
(1)	ACS	An article by Susan Bass and Jerrold Ballinger, entitled "Early Use of Supermarket Scanners Brings DM and Sales Promotion Close: Professors," published in DM News dated March 01, 1989. ("the Early Use publication")					
(1) (2) (3)	ACT	Results of Lexis search on POS check reading systems know to Mr. Vandenburg.					
(1) (2) (3)	ACU	First Declaration of James S. Spence					
(1) (2) (3)	ACV	LEXIS printout. Results of Lexis search on POS check reading systems known to Mr. Vandenburg.					
(1)	ACW	Lexis printout. An article by Susan Bass and Jerrold Ballinger, entitled "Early Use of Supermarket Scanners Brings DM and Sales Promotion Close: Professors," published in DM News dated March 01, 1989. ("the Early Use publication").					
(1)	ACX	Lexis printout. An article by Jeffrey Kutler entitled "Chase Forms Alliance with Terminal Vendor" from The American Banker dated May 18, 1988.					
(1)	ACY	The title page, copyright page, and page 685 (containing the definition of "prospective") of Webster's Seventh New Collegiate Dictionary (1967).					
(1) (2) (3)	ACZ	Fourth Declaration of Gary Katz					
(1) (2) (3)	ADA	Fourth Declaration of Roy Van Denburgh					
(1) (2) (3)	ADB	First Declaration of Robert S. Ukrop (See Motion 43).					
(1) (2) (3)	ADC	O'Brien's 37 CFR 1.639 (b) Declaration of Christopher Ward					
(1) (2)	ADD	Targeted Marketing Article - "Bar Codes Capture Info"					
(1) (3)	ADE	O'Brien Continuation Application, Serial No. 09/659,333 filed 9/12/00					
(1) (2)	ADF	Vision Value Club Brochure					
(1) (2)	ADG	Decision on 633(b) (e) and 642 motions in the parent 104,208 Interference					
(1) (2)	ADH	Merriam Webster's Collegiate Dictionary 10 <sup>th</sup> ed. Pg. 993 definition of "representative" n.					
(1) (2)	ADI	Marketing News Article entitled "Smart Card, coupon eater targeted to grocery retailers"					
(1)	ADJ	"Getting Personal", Retail Week, June 1, 1990-					
(1)	ADK	Facsimile to John Halak dated October 23, 2000-					
(1)	ADL	"Frequent Shopper Programme at Vons", The IBM International Executive Conference for Retailers, June 13-15, 1990					
(1) (2)	ADM	"Electronic Mom and Pop", Supermarket News					
(1)	ADN	Facsimile to Alun Palmer dated October 26, 2000-					
Examiner		Steve Sharvin				Date Considered 9-5-01	
		(1) no copy per 37 CFR 1.98(d) (2) no date per MPEP 609 (3) not a publication per 37 CFR 1.98(g)					

\*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.